The 3 Components

Three main elements that make a persuasive & powerful story:

• Transport
• Relatability
• Empowerment
• Follow the basic rules of a narrative:
  • Beginning, middle, and end
  • Has some form of conflict

Example: Julia
  • Her story started when she was 52
  • Her conflict was in the middle
  • It had an end, but it includes an ask
Relatability

• Stories should make us feel something
• We need to be vulnerable and emotional
• You are the first person you need to move
• Don’t seek sympathy, seek empathy
Empowerment

• Your story will inspire action. Just answer this question:
  • WHY are you telling your story?
Thank you!

I hope to see you next year!